

Rep Order# 7900495
EC'd Yes

Ver# 11 Mod# 3 Status Confirmed

Traffic Order# 24623

Printed: 08/30/2012 11:35 AM

1 of 6

Last Received: 08/29/2012 1:31 PM

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CD4/R
Estimate# 828903
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/828903
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|-------------|------|-----------------|-------------|-----|-------------|------------|----------|-------------|
| 1 | SA | GAME NIGHT LIVE | 830P-7P | :30 | 09/01-09/01 | 1 | \$100.00 | 1 |
| Rating: 3.0 | | | | | | | | |
| 2 | SU | SUNDAY EDITION | 9A-930A | :30 | 09/02-09/02 | 1 | \$85.00 | 1 |
| Rating: 2.0 | | | | | | | | |
| 3 | SA | GAME NIGHT LIVE | 1135P-1205A | :30 | 09/01-09/01 | 1 | \$60.00 | 1 |
| Rating: 1.0 | | | | | | | | |
| 4 | TU-F | EARLY TODAY | 5A-6A | :30 | 08/28-08/31 | 6 | \$50.00 | 6 |
| Rating: 1.0 | | | | | | | | |
| 8 | M | EARLY TODAY | 5A-6A | :30 | 09/03-09/03 | 1 | \$50.00 | 1 |
| Rating: 1.0 | | | | | | | | |
| 9 | SA | 6PM NEWS | 6P-630P | :30 | 09/01-09/01 | 1 | \$275.00 | 1 |
| Rating: 3.0 | | | | | | | | |
| 10 | SU | MEET THE PRESS | 8A-9A | :30 | 09/02-09/02 | 1 | \$200.00 | 1 |
| Rating: 2.0 | | | | | | | | |
| 11 | SA | SATURDAY TODAY | 5A-7A | :30 | 09/01-09/01 | 2 | \$30.00 | 2 |
| Rating: 1.0 | | | | | | | | |

Buyline Comment: 1/DAY TU,TH 2/DAY W,F

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|---|-------|-------------|-------------|-----|-------------|------------|----------|-------------|
| 12 | SU | TODAY | 7A-8A | :30 | 09/02-09/02 | 2 | \$95.00 | 2 |
| Rating: | 5.0 | | | | | | | |
| 13 | TU-F | NEWS @ NOON | 12P-1P | :30 | 08/28-08/31 | 6 | \$220.00 | 6 |
| Rating: | 3.0 | | | | | | | |
| Buyline Comment: 2/DAY TU,TH 1/DAY W,F | | | | | | | | |
| 17 | M | NEWS @ NOON | 12P-1P | :30 | 09/03-09/03 | 0 | \$220.00 | 0 |
| Rating: | 3.0 | | | | | | | |
| 18 | TU-F | DR PHIL | 4P-5P | :30 | 08/28-08/31 | 4 | \$275.00 | 4 |
| Rating: | 2.0 | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 22 | M | DR PHIL | 4P-5P | :30 | 09/03-09/03 | 1 | \$275.00 | 1 |
| Rating: | 2.0 | | | | | | | |
| 23 | SA | SPORTSBET | 1035P-1105P | :30 | 09/01-09/01 | 1 | \$425.00 | 1 |
| Rating: | 3.0 | | | | | | | |
| 24 | TU-F | RACHAEL RAY | 10A-11A | :30 | 08/28-08/31 | 5 | \$230.00 | 5 |
| Rating: | 2.5 | | | | | | | |
| Buyline Comment: 1/DAY TU,TH-F; 2/DAY W | | | | | | | | |
| 28 | M | RACHAEL RAY | 10A-11A | :30 | 09/03-09/03 | 2 | \$230.00 | 2 |
| Rating: | 2.5 | | | | | | | |
| 29 | TU-TH | NEWS | 630P-7P | :30 | 08/28-08/30 | 3 | \$550.00 | 3 |
| Rating: | 3.7 | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 32 | M | NEWS | 630P-7P | :30 | 09/03-09/03 | 1 | \$550.00 | 1 |
| Rating: | 3.7 | | | | | | | |

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|---|------|------------------|-------------|-----|-------------|------------|----------|-------------|
| 33 | TU-F | NEWS @ 6P | 6P-630P | :30 | 08/28-08/31 | 4 | \$675.00 | 4 |
| Rating: 4.5 Buyline Comment: 1/DAY | | | | | | | | |
| 37 | M | NEWS @ 6P | 6P-630P | :30 | 09/03-09/03 | 1 | \$675.00 | 1 |
| Rating: 4.5 | | | | | | | | |
| 38 | TU-F | KSL 5 NEWS TODAY | 6A-7A | :30 | 08/28-08/31 | 5 | \$375.00 | 5 |
| Rating: 3.0 Buyline Comment: 1/DAY TU,TH,F 2/DAY W | | | | | | | | |
| 42 | M | KSL 5 NEWS TODAY | 6A-7A | :30 | 09/03-09/03 | 1 | \$375.00 | 1 |
| Rating: 3.0 | | | | | | | | |
| 43 | TU-F | LATE NIGHT | 1135P-1235A | :30 | 08/28-08/31 | 4 | \$325.00 | 4 |
| Rating: 2.7 Buyline Comment: 1/DAY | | | | | | | | |
| 47 | M | LATE NIGHT | 1135P-1235A | :30 | 09/03-09/03 | 1 | \$325.00 | 1 |
| Rating: 2.7 | | | | | | | | |
| 48 | TU-F | TODAY | 9A-10A | :30 | 08/28-08/31 | 4 | \$230.00 | 4 |
| Rating: 3.0 Buyline Comment: 1/DAY | | | | | | | | |
| 52 | M | TODAY | 9A-10A | :30 | 09/03-09/03 | 1 | \$230.00 | 1 |
| Rating: 3.0 | | | | | | | | |
| 53 | TU-F | NATE BERKUS | 3P-4P | :30 | 08/28-08/31 | 4 | \$95.00 | 4 |
| Rating: 1.0 Buyline Comment: 1/DAY | | | | | | | | |
| 57 | M | NATE BERKUS | 3P-4P | :30 | 09/03-09/03 | 0 | \$95.00 | 0 |
| Rating: 1.0 | | | | | | | | |

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Ver#

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4 of 6

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Product LOVE/CD4/R.

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Buyer Patricia Dome

Phonet#

Fax#

| Ln | Day | Program |
|-----|-----|---------|
| 1 | 1 | 1 |
| 2 | 2 | 2 |
| 3 | 3 | 3 |
| 4 | 4 | 4 |
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| 97 | 97 | 97 |
| 98 | 98 | 98 |
| 99 | 99 | 99 |
| 100 | 100 | 100 |

[illegible]

58 T73-1

0-7

Rating: 2.0

Buyline Comment: 1/DAY

62 M

Rating: 2.0

63 SU

Rating: 3.0

64 TU-11

Rating: 2.0

Buyline Comment: 2/DAY TU,TH 1/DAY W,F

M 89

Rating: 2.0

69 5A

Rating: 5.0

02 TU-E

Rating: 5.0

Buyline Comment: 1/DAY

74 M

Rating: 5.0

575 DS

Rating: 1-0

76 TU

Rating: 14.0

44

Rating: 16.0

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|--------------|-----|---------------|---------|-----|-------------|------------|------------|-------------|
| 78 | W | RNC 8/27 - 30 | 8P-10P | :30 | 08/29-08/29 | 1 | \$2,500.00 | 1 |
| Rating: 14.0 | | | | | | | | |
| 79 | W-F | NEWS | 5P-530P | :30 | 08/29-08/31 | 1 | \$675.00 | 1 |
| 80 | SA | AGT | 7P-8P | :30 | 09/01-09/01 | 1 | \$420.00 | 1 |
| Rating: 2.0 | | | | | | | | |
| 81 | SA | SAVING HOPE | 8P-9P | :30 | 09/01-09/01 | 1 | \$415.00 | 1 |
| Rating: 2.0 | | | | | | | | |
| 82 | W-F | RNC 8/27 - 30 | 7P-9P | :30 | 08/29-08/31 | 1 | \$2,500.00 | 1 |
| Rating: 14.0 | | | | | | | | |

---REPORT TOTALS---

Report Totals: 88 / \$33,365.00

---SALES MONTHLY TOTALS---

Sep 12: 88 / \$33,365.00
 Sales Totals: 88 / \$33,365.00
 Station Totals: 88 / \$33,365.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$166,825
 CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%
 KUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null
 Demos RA35+